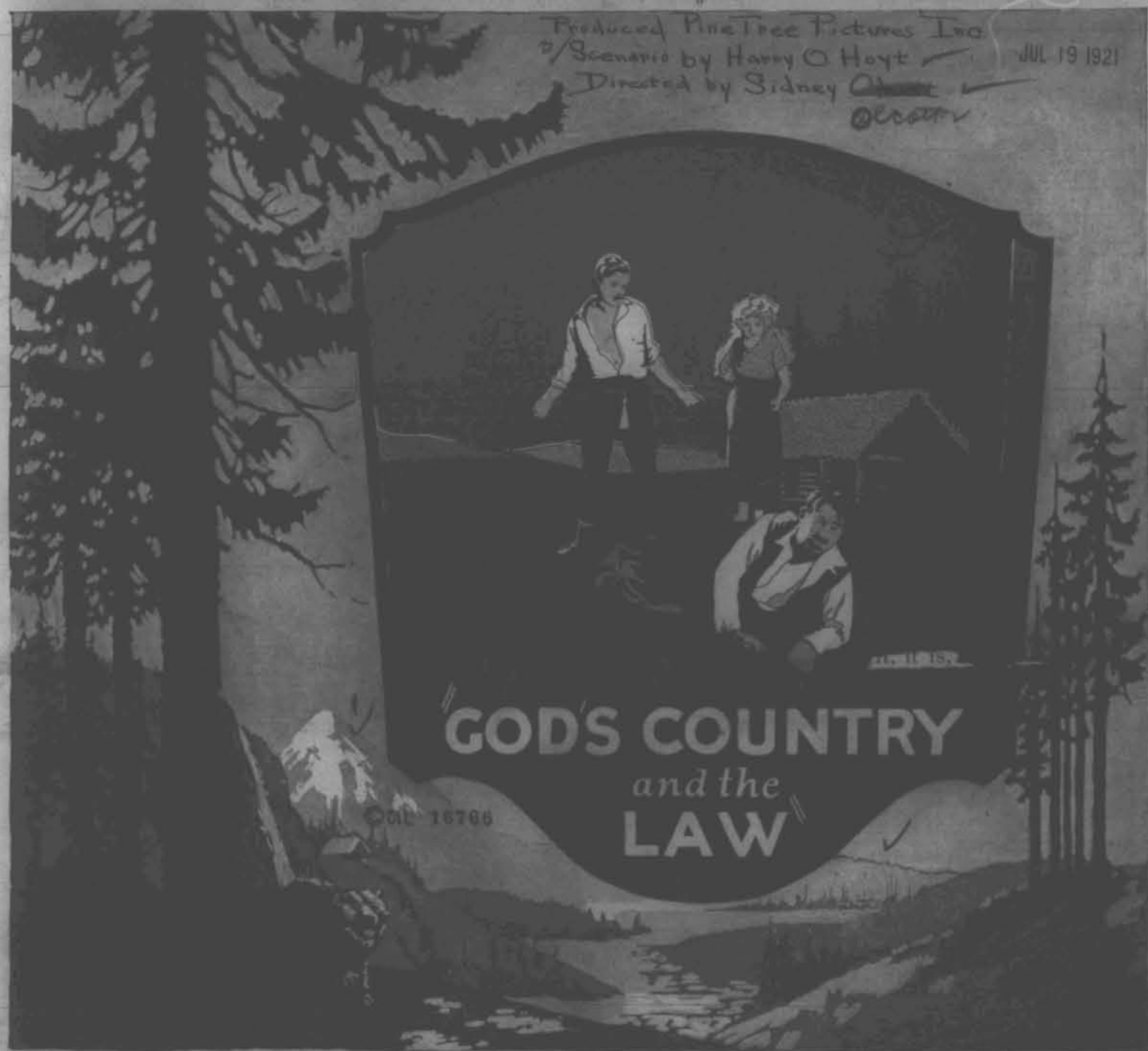


6 Reels

ARROW FILM CORPORATION, PRESENTS

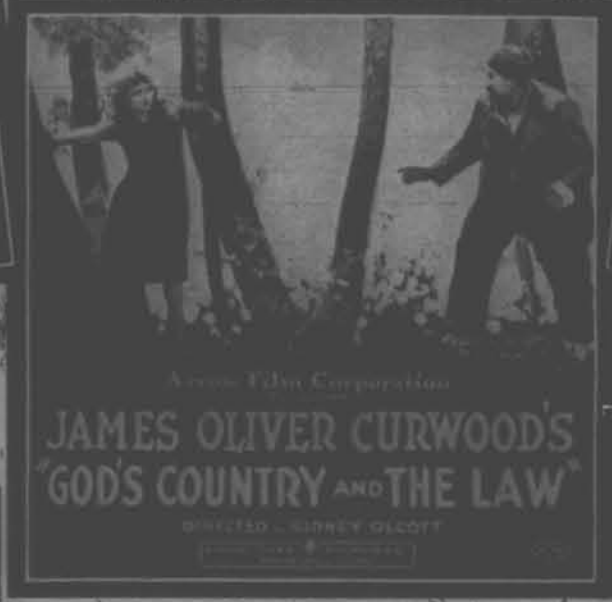


By James Oliver Curwood

Produced by  
PINE TREE PICTURES  
INC.



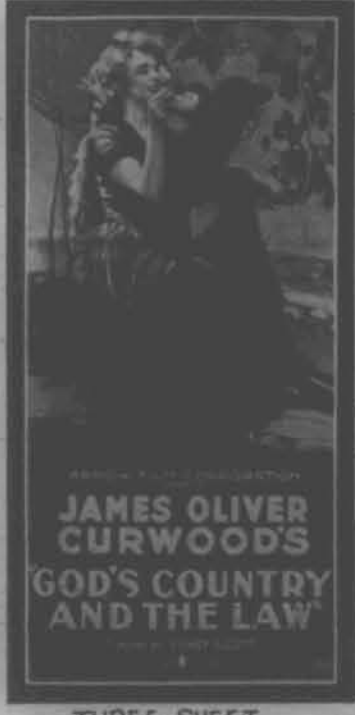
ONE SHEET



SIX SHEET



ONE SHEET



THREE SHEET



THREE SHEET



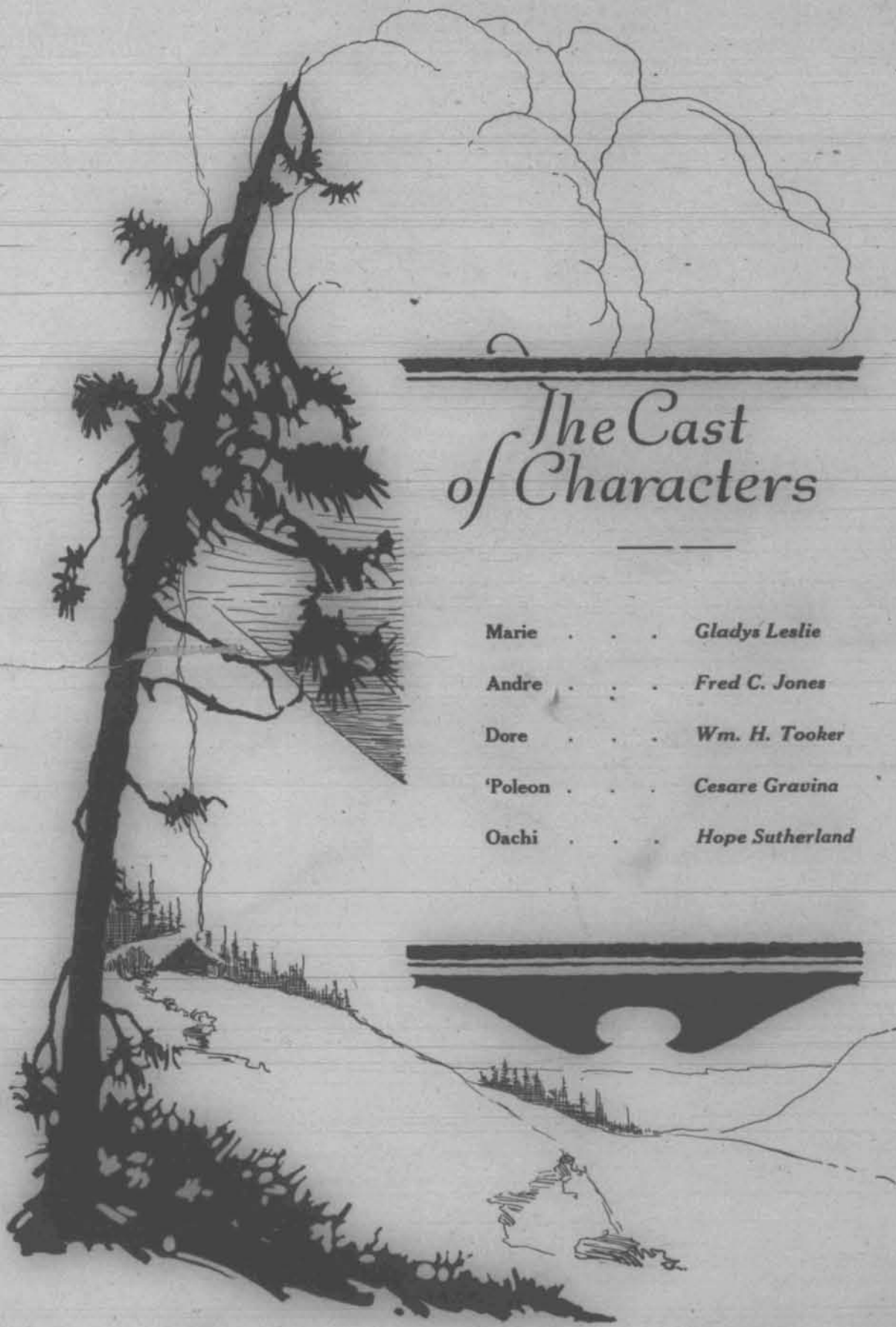
## *A Word To You:*

**A** NEW JAMES OLIVER CURWOOD picture! And three more of them to come.

There is magic and much meaning in this declaration for you and all other exhibitors who will show this first of the Arrow-Curwood series—"God's Country and the Law." It is the magic of the name of CURWOOD—a magic in the form of an unbreakable grip that this famous author and his red-blooded stirring tales of the Northwest have taken on the tens of thousands of the reading and theatre-going public. And with this latest product of his craftsmanship he will weave the spell still tighter.

While "God's Country and the Law" breathes Curwood and the Curwood charm from every part of it, it is, however, a new type of Curwood story as to its theme. It is a study of the workings of a guilty conscience, vividly and thrillingly portrayed. It is a photoplay with an IDEA—the sort of a pictured story that has been so widely clamored for and seldom produced.

The fact that it is a Curwood story will at the start insure much for your success. But there is no picture or name big enough to do all the work for you. You must get behind this production and get behind it hard. This press book will show you most of the exploitation material available. Use all of it together with the large quantity of press stories and advertising lay-outs that you will find in the separate press sheet that goes with this book.



## The Cast of Characters

Marie . . .	Gladys Leslie
Andre . . .	Fred C. Jones
Dore . . .	Wm. H. Tooker
'Poleon . . .	Cesare Gravina
Oachi . . .	Hope Sutherland

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'POLEON and his daughter, Oachi, live a happy and care free existence in the north woods. Their little farm with its milch cows is sufficient to furnish them with the necessities of life.

#### A Forest Wild Flower

Deep in the forest, some distance away from the clearing cabin of Poleon and Oachi, blooms another lovely wild flower of pure French ancestry, Marie Beauvais, the vivacious and daring wife of André Beauvais, a trapper. But even as the Garden of Eden had its creeping evil, so over these two gardens of contentment, hovered another slinking menace—he is Jacques Doré, a whiskey runner.

To Jacques, the good luck which has followed his nefarious and illegal trade, has been caused by the rattlesnake amulet, his pagan superstition which brings him success in his evil doings and which he values as dear as his life. This hideous fetish he keeps tied around his neck, buried safely against his bosom, beneath his shirt. But one day the Northwest Mounted get his trail.

#### The Creed of Superstition

Hugging his horrible amulet, Jacques manages to outwit the pursuing policemen and after many hours spent eluding them in the dense forest, he emerges upon the clearing whereon Poleon and Oachi have built their little Paradise. They give him the shelter of their home, and food and drink from their little store. In return, like a snake in the grass, he tempts and forces his unclean attentions upon Oachi. Poleon returns from his farm chores to find Oachi fighting and struggling in the arms of the degenerate brute. They drive him from the house, but he leaves defiant and swaggering. In the scuffle with Oachi, unknown to him, Doré loses his amulet. Poleon finds it and crunches it to powder under his heel just as the fear-stricken and dismayed Doré returns to find it. Thereafter, deprived of his communion with the evil spirits, he becomes a slinking fugitive of the forests.

#### Out of the Night

Then later this hunted man comes out of the night into the bar of a tavern on the edge of the "great barrens." It is Doré, haggard and worn. A little whiskey renews his courage and he sits into a poker game. On the first deal of the cards and for other hands thereafter, he turns up the ace of spades, known among the simple and superstitious folk of that region as the "devil's finger." Again the Great Fear comes back to him.

When dawn breaks, he comes by some queer trick of fate and like an ugly shadow of an alien intruder upon the home of André Beauvais. André meets him and with pity and compassion over his plight and his fatigue, invites him into the house. He tells the young trapper that he has lost his way. But when the vivacious and happy Marie bounces into the room from the woods, where she has been fishing, the tantalizing appearance of her half-clad little form brings back the villainous lust into Doré.

Marie serves him with food and they strive to make him comfortable. In the evening Doré once again begins his tempter's tactics. He tells the happy little untutored girl-woman of the splendors and beauties of Montreal, the big city just outside the Northland. Gradually he worms his way into her confidence and while André is busy at his traps the next day, he coaxes Marie to go with him to the "beeg city." He offers her jewelry and promises to make her a great lady. Unable to restrain himself, he seizes her in his arms and attempts to kiss her, but like a little wild cat, she fights him off and runs away into a forest nook, there to weep in her rage. Doré sneaks after her and comes up behind her once more, grabbing her up in his arms when the infuriated André enters the scene. Marie tells of the insults and the two men engage in a fierce fight ending with Doré soundly thrashed and sent once again on his way into the forest.

#### The Deed of a Demon

He hides himself in a thicket until evening and while André has gone to the Post to fetch a doctor for Marie, he steals into the cabin where Marie is lying on the bed ill. He says to her, "I'll make your husband suffer and pay—you are going away with me." While she cowers into the bedclothes weeping and afraid, Doré writes a note, which he leaves on the table. He lifts Marie roughly from the couch and drags her to the door and out into the forest.

Knowing of Marie's love and faithfulness, André immediately realizes that the note is a lie and, pulling the doctor after him, he dashes out into the forest into the direction taken by Doré. All night they beat around through the trees and underbrush and André calling continually for his Marie.

Marie, in the meantime, has escaped from the villainous Doré and, torn and bruised by brambles and boughs, she makes her way to a high cliff topping a dangerous gorge. Willing to risk death rather than allow Doré's dirty hands to touch her again, she makes the leap.

#### Fate Takes a Hand

As fate would have it, Oachi, the one other victim of Doré's lust and brutality, finds her the next day lying along the sandy bank of the mountain stream.

In the meantime, Doré, driven stark mad by the storm and the lightning, staggers and falls out of the woods, likewise propelled by some queer prank of fate into the clearing of Poleon's little cabin. Bleeding from his wounds, falling at every step, he staggers into the cabin. The sight of Poleon and Oachi, victims of his previous villainy, and the vision of Marie lying swathed in bandages, white and sick, upon the bed, causes him to scream out and swoon. He falls to the floor and there he is lying when a few minutes later André, with the doctor, rushes into the cabin. He sees Marie lying sick and injured upon the bed and then his glance falls upon the prostrate Doré on the floor. He leaps to throttle him, but Poleon gently turns him aside and tells him that death has already taken vengeance.

## *James Oliver Curwood says:*

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Owosso, Mich.  
June 19, 1921.

Dr. Shallenberger,  
The Arrow Film Corporation,  
220 West 42nd Street,  
New York City.

Dear Dr. Shallenberger:-

On my return home from New York and since arriving home I have carefully analyzed in my own mind the Arrow-Pine Tree picture which I saw just before leaving -- "God's Country and the Law".

It is GOOD and because it is the first picture of the Pine Tree people I am delighted with the result. To me it guarantees the very great success of Governor Milliken and Mr. Hinckley and I am confident they are going to turn out of Maine some of the biggest pictures made in this country. They are going at the work in a businesslike way, which it is a pleasure for me to look upon, after my own ten years of experience with the manner in which pictures are produced. In my trip through Maine I was amazed not only at the wonderful opportunities the State affords for the camera but also at the fact that the people of Maine are in a large and patriotic way solidly behind the enterprise.

To sum up, I feel that you have a corking good picture and I am even more positive that in co-operating with the gentlemen from Maine I am going to see turned out under my name pictures even greater than some of those of mine which have grossed from a half to three-quarters of a million dollars each. My association with these people is the only moving picture affiliation upon which I have looked with real pleasure and anticipation for some time.

I am writing a note to Mr. Olcott expressing my appreciation of his craftsmanship in making the story. I think he did a fine piece of work.

With all best wishes, I am

Sincerely,

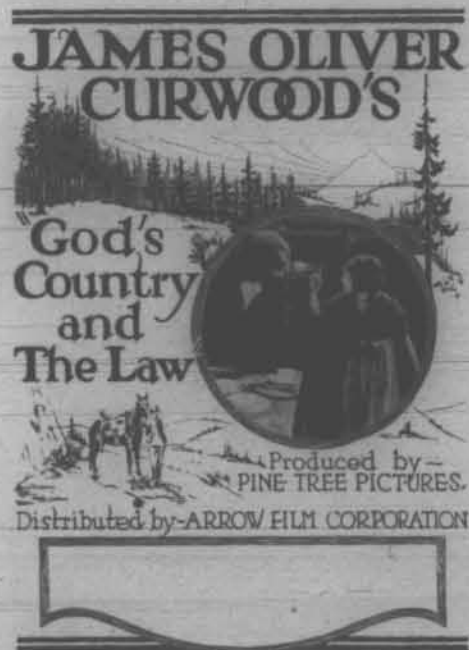
*James Oliver Curwood.*

JOC:H

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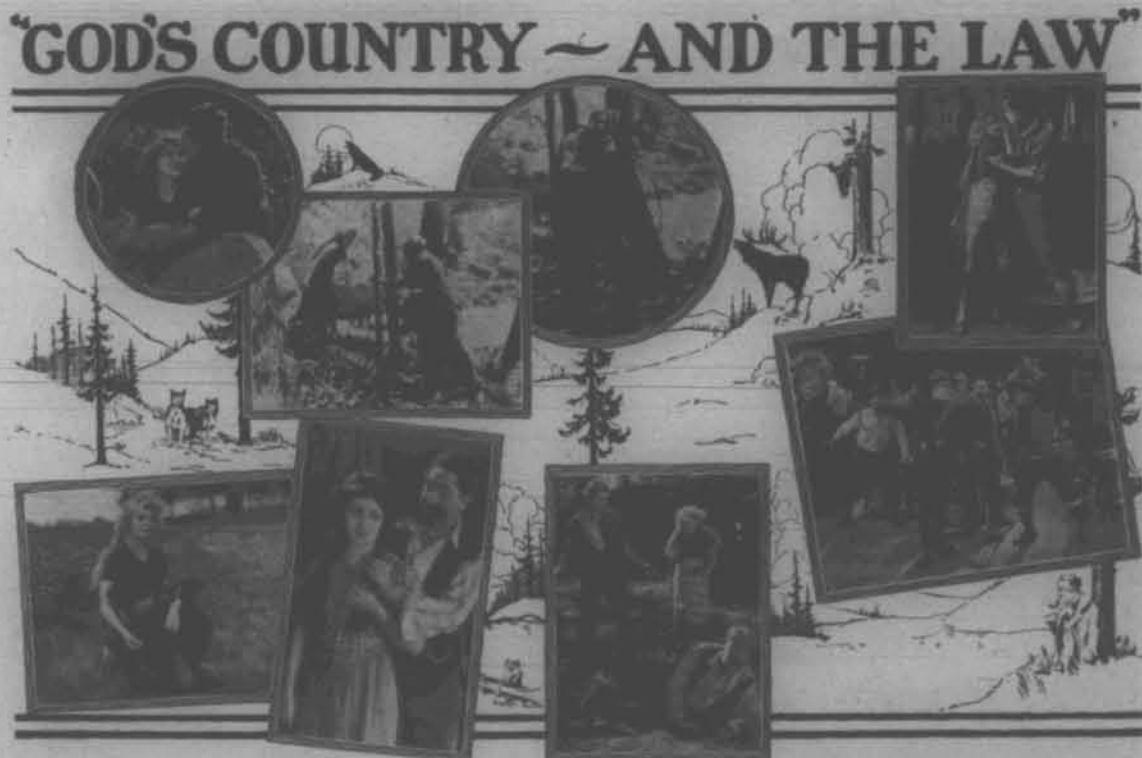
# Sample of the Herald



Front Cover



Back Cover

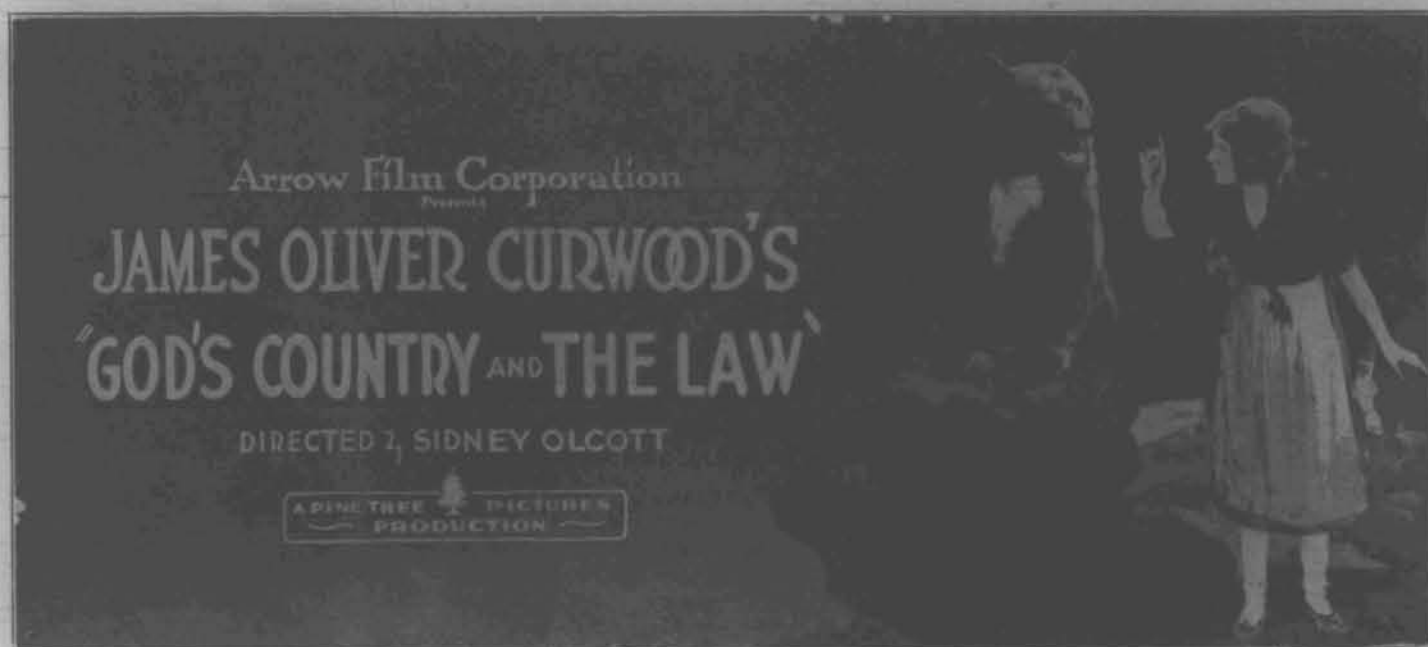


Inside Spread

These heralds are made in rotogravure with two-color effect.

## A Big 24-Sheet Smash

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### A Perpetual Salesman

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**T**HIS twenty-four sheet stand will work twenty-four hours a day for you. Get all you can handle from your exchange and post them on every available spot.

They have the "pull power" of Curwood's name and the North woods atmosphere in them. Make them work for you!

A sample of the effective lobby cut-out that you can get from it is shown on page 12.

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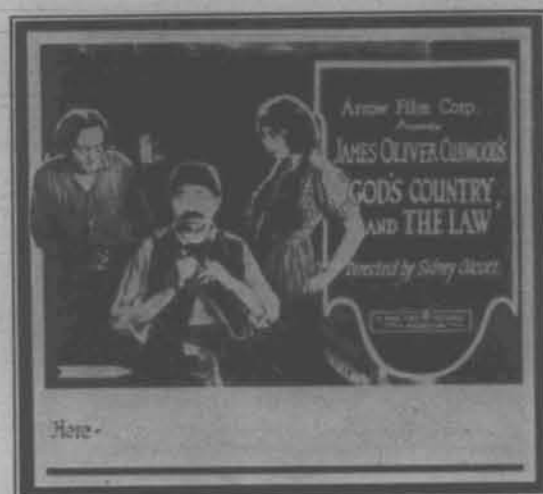
# Five Attractive Slides



No. 1



No. 2



No. 3



No. 4



No. 5

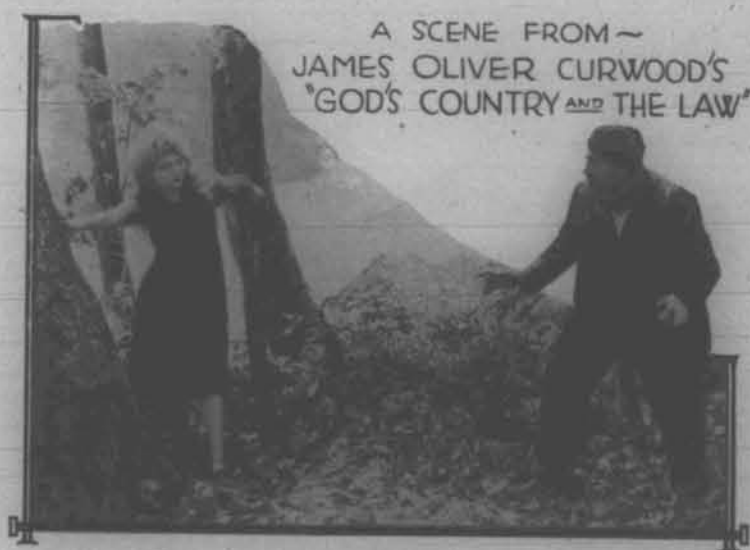
# Put These Scene Cuts In



Cut No. 1—2 Col.



Cut No. 2—1 Col.



Cut No. 3—2 Col.



Cut No. 4—1 Col.



# Your Papers and Program



Scene from—  
JAMES OLIVER CURWOOD'S  
"GOD'S COUNTRY AND THE LAW"

Cut No. 5—2 Col.



A SCENE FROM—  
JAMES OLIVER CURWOOD'S  
"GOD'S COUNTRY AND THE LAW"

Cut No. 7—1 Col.



Scene from—  
JAMES OLIVER CURWOOD'S  
"GOD'S COUNTRY AND THE LAW"

Cut No. 6—2 Col.



—Scene from—  
JAMES OLIVER CURWOOD'S  
"GOD'S COUNTRY AND THE LAW"

Cut No. 8—1 Col.

## Cut-Out From the 24-Sheet

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THE above illustration will demonstrate for you the effective cut-out for your lobby display that you can make from your twenty-four sheet.

Cut it out and paste up on good quality compo board. Take the lettering from one of your one or three sheets and paste it across the rock surface of the cut-out.

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## Two Colored Lobby Cards



22 x 23



22 x 28

## Advertising Accessories

### *Posters—*

A punch reel of 350 feet of the highlights of the production.

### *Photos—*

Twenty-four sheet; two styles of one sheets; two styles three sheets and a six sheet.

### *Slides—*

A set of eight 11 x 14 hand-colored lobby photos and two-colored 22 x 28 cards.

### *Herald—*

A set of five punchy slides.

### *Ad Cuts—*

A snappy two-color rotogravure herald, size 10½ x 7.

### *Scene Cuts—*

Four 1 column, four 2 column and one 3 column ad cuts.

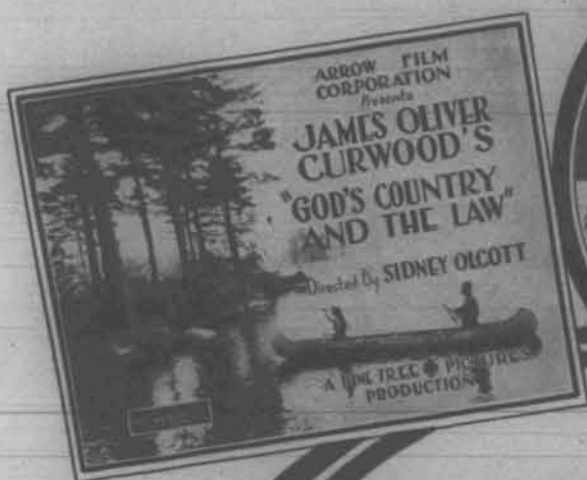
### *Trailer—*

Eight coarse screen scene cuts available.

Order all the above from your exchange. Press sheet, containing newspaper stories, ad. layouts, exploitation and music. Cut is separate.

ASK YOUR EXCHANGE.





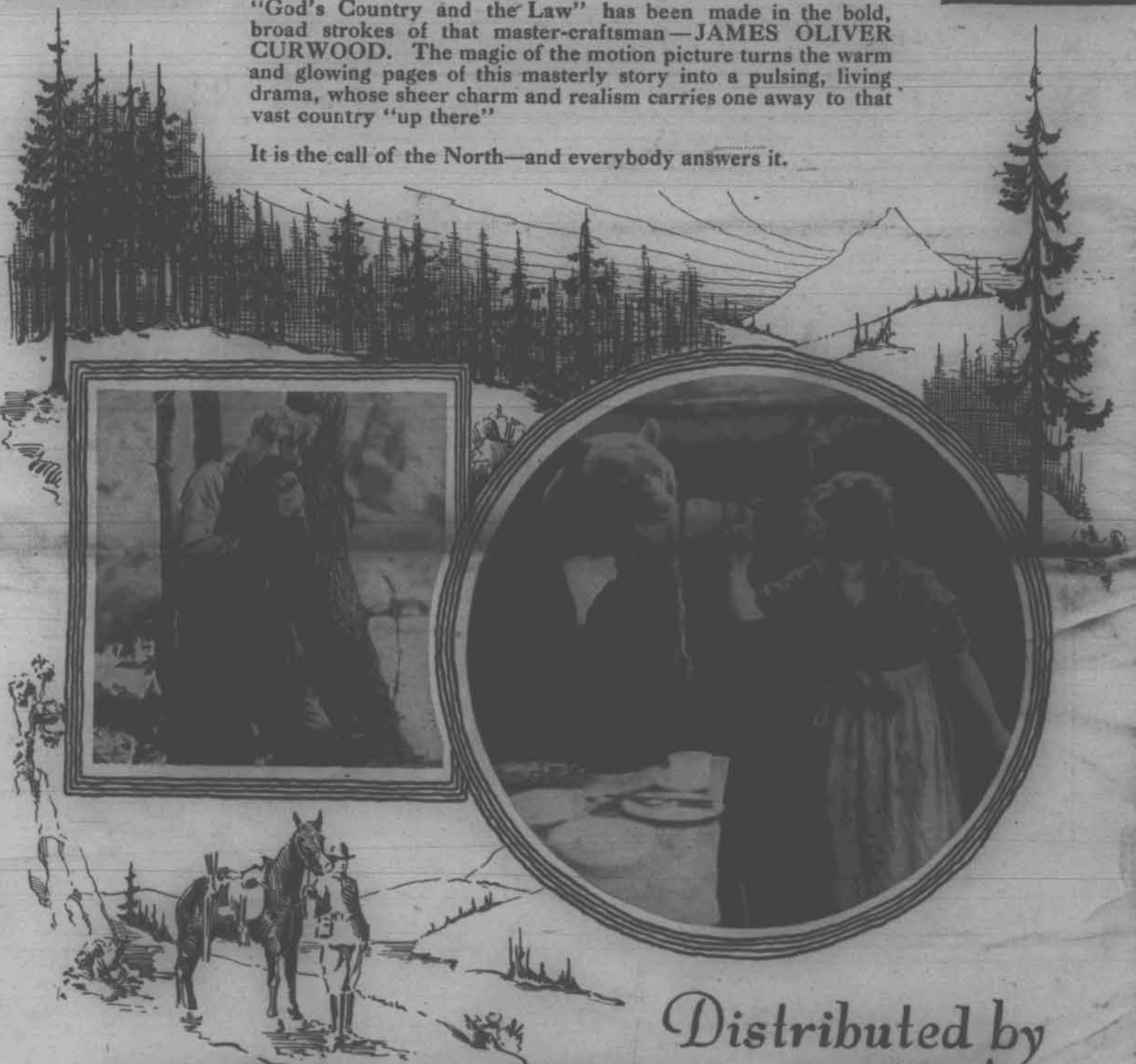
the  
Lobby

## The Call of the North!

AND a clarion call it is that this splendid, vigorous story of the North woods sends out from the screen.

"God's Country and the Law" has been made in the bold, broad strokes of that master-craftsman—JAMES OLIVER CURWOOD. The magic of the motion picture turns the warm and glowing pages of this masterly story into a pulsing, living drama, whose sheer charm and realism carries one away to that vast country "up there"

It is the call of the North—and everybody answers it.



**ARROW FILM CORP.**

W.E. SHALLENBERGER, PRES.

**220 WEST 42<sup>nd</sup> ST.~NEW YORK**



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